

The **PURINA** *Rabbit Breeder*

FEBRUARY
1940

BIG NEWS INSIDE!



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PURINA RABBIT CHOW

Leads the Way

... With These

New SALES AIDS TO HELP YOU SELL MORE RABBIT MEAT



NEW RECIPE BOOKLET — with more recipes than before and facts about the value of domestic rabbit meat. These booklets are a big help in selling because they teach housewives how to prepare domestic rabbit meat. You can get 20 of these Recipe Booklets Free for every coupon from a 100-lb. bag of Rabbit Chow that you send in.

RABBITRY SIGNS WITH YOUR NAME IMPRINTED — These are heavy fibre signs, weather resisting, attractively printed in bright colors. Two designs to choose from. They're just the thing to put up in front of your rabbitry or along the highway. For **TWO** bag coupons you can get one of these signs with your rabbitry name especially imprinted.



COUNTER CARDS FOR BUTCHER SHOPS — If you'd like to increase your meat sales through butcher shops — put one of these new counter cards in the butcher shops that sell your dressed rabbits. This card is printed in 3 colors — with easel stand attached. You can get one of these counter cards for every bag coupon you send in.

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WE BELIEVE IN THE RABBIT INDUSTRY



LOOKING AHEAD — into the not too distant future we see great growth for the rabbit industry. Domestic rabbit meat should and will grow in popularity — if only quality meat is produced and a sound promotional plan is developed. The importance of rabbits in the field of laboratory and science is growing daily in importance!

We look at the rabbit business as an "infant industry," but we're not overlooking its potential future. That's why our plan for the breeder has been one of SERVICE and EDUCATION. We're doing everything we can to help your industry grow, develop and prosper.

FIRST — has been our policy of producing a quality rabbit feed that will give results. Our Experimental Rabbitry and Research Laboratories are constantly working to give you the best feed possible when you buy Purina Rabbit Chow.

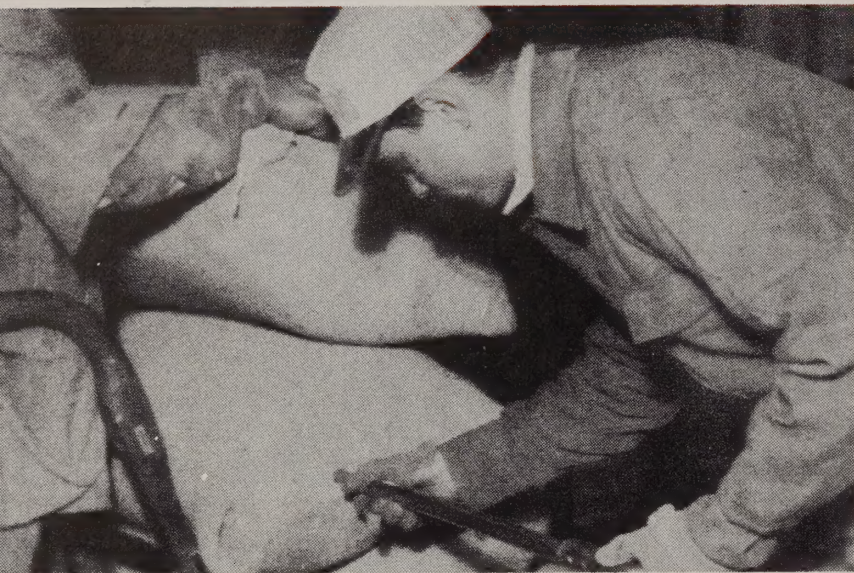
SECOND — Comes our policy of giving Sales Aids with Rabbit Chow to help you build a greater acceptance and demand for domestic rabbit meat. You are familiar with the Redi-Fry cartons and Recipe Booklets, and now we have added the new Rabbitry Signs and Butcher Counter Cards.

THIRD — is our program of education. It is our aim to have the Purina Rabbit Breeder bring you helpful material on the raising, showing and selling of rabbits and rabbit products.

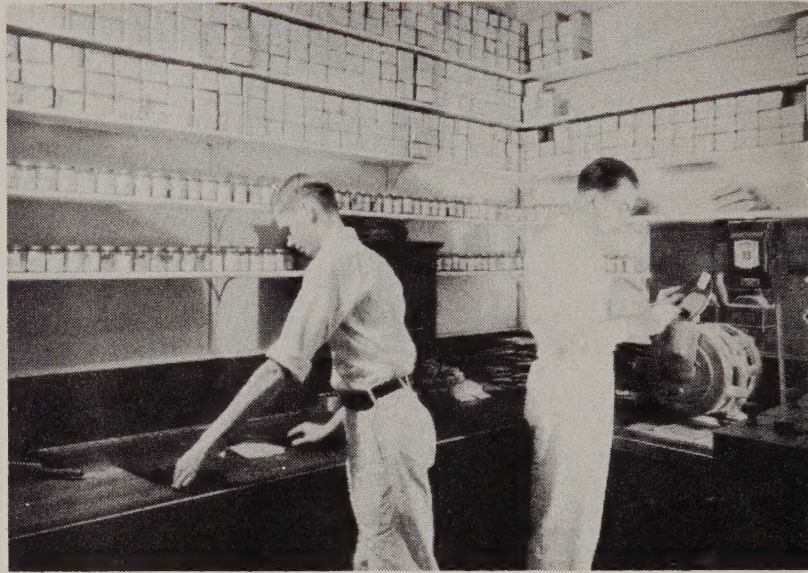
We know your aims . . . we know your problems . . . we're constantly building a program of SERVICE for you to help you get your job done. This is our *Present* policy and our policy for the *Future*. *We Believe in the Rabbit Industry.*

PURINA MILLS
St. Louis, Mo.

BEHIND THE SCENES...HO



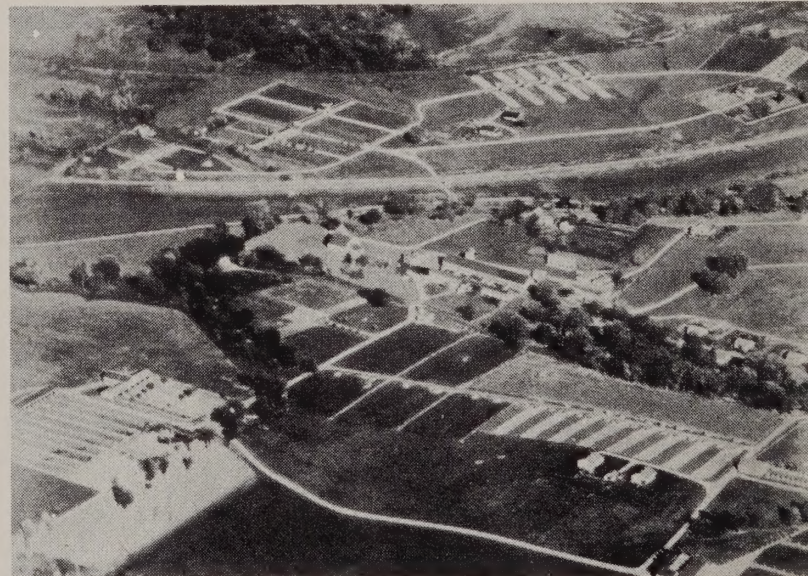
1. TAKING A SAMPLE — Only select grains are used in Purina Rabbit Chows. Every car of grain purchased for Purina Rabbit Chow is first sampled for testing before it is accepted for use in the Checkerboard Bag.



2. THE GRINDING ROOM — Here the samples of ingredients are recorded by number and ground in preparation for the various analyses which are to be made in other parts of the laboratory.



5. BIOLOGICAL LABORATORY—Hundreds of white rats are raised in the rat breeding room for use in checking the nutritional value of ingredients such as alfalfa, molasses, oil meals, etc.

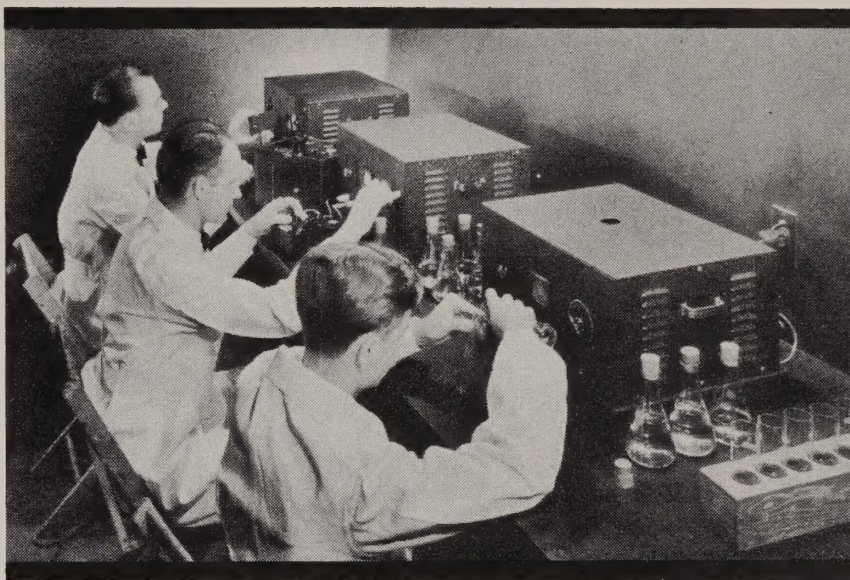


6. PURINA EXPERIMENTAL FARM — After ingredients are tested, formulas developed, and samples of feed made by the mill, the next step is to ask the rabbits at the Purina Experimental Farm what formulas will give the best results to the breeder.

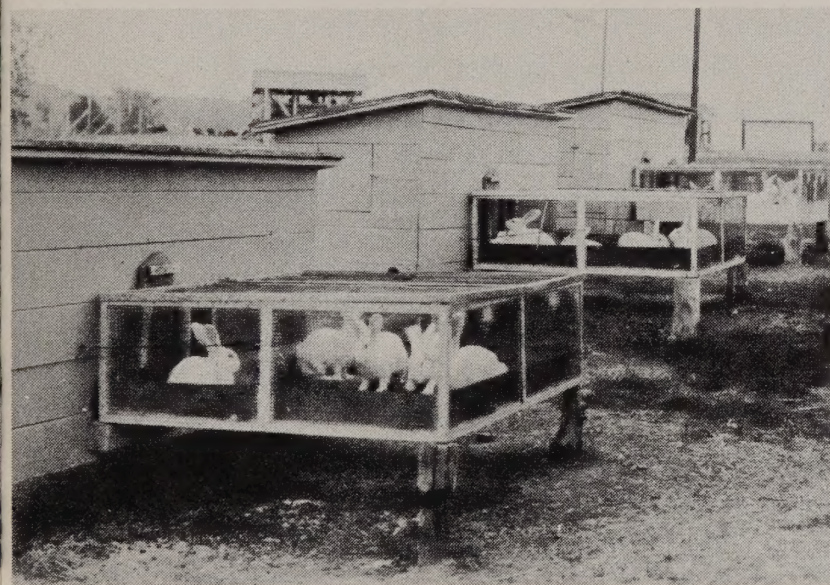
W RABBIT CHOW IS MADE!



3. THE ANALYTICAL LAB — From the grinding room, most samples go to the Analytical Laboratory where the mineral, crude fiber, moisture, protein and fat analyses are made. All ingredients must meet Purina Standards on all these tests.



4. THE DARK ROOM — After analytical ratings are checked against standards, tests are made in the dark room to determine the vitamin potency. Machines used here are ultra-modern and were built by Purina men.



7. THE PURINA RABBITRY — For more than 13 years Purina Mills has maintained a rabbitry at their Experimental Farm where work has been in progress continuously—improving Purina Rabbit Chow!

● The pictures on these pages show you just a part of the scientific work which goes into the making of Purina Rabbit Chow. It is this work which makes the Checkerboard Bag more than just another bag of rabbit feed — it is your guarantee that Rabbit Chow contains only the ingredients which meet Purina Standards of quality and results. Purina Rabbit Chow is a quality rabbit feed — you can tell by the way it's made!

We would be glad to have letters from you telling about the good results you have had from feeding Purina Rabbit Chow . . . because your results are the final stamp of approval on Purina Research and Science.



The QUESTION BOX

THIS IS A SERVICE PAGE — a page where we attempt to help you with questions and problems which you may have concerning the care, the feeding, and diseases of rabbits. Just send your questions to the Editor, "Purina Rabbit Breeder," Purina Mills, St. Louis, Mo. Your questions will receive the attention of the Purina Animal Pathology Department or the Purina Experimental Rabbitry.

BREEDING PROBLEMS:

The Question Box receives more questions pertaining to breeding problems than any one other problem. For this reason we are taking the space to answer this question in detail.

Answer:

There is always a little more difficulty in getting the does bred during the latter part of summer and the early fall than at any other time of the year. There seems to be much more difficulty in getting them to accept the buck and, when they are bred, particularly in the hottest weather, there seems to be more difficulty with the male being fertile. Bucks that are fertile the rest of the year are sometimes absolutely sterile (no live sperm in their secretions) during the hot weather.

At the Purina Experimental Farm we are using the system of forced mating advocated by George Templeton, Director of the United States Rabbit Experimental Station in California. This may seem contrary to the prin-

ciples of breeding other animals, but the main difference is that the doe apparently does not have a regular heat period like other farm animals. Does can be bred at any time they are in good physical condition. This is because the ripe egg cells are present in the ovaries at all times but are not released until after mating occurs. At the Purina Experimental Farm, where we get a high percentage of fertile matings the year around, we breed the doe in the morning and then again eight or ten hours later, thinking that if some egg cells have come down after the first mating and the sperm cells of the first mating should not be present, that the sperm cells from the second mating will fertilize these eggs.

The technique we use, reported in the Rabbit Monthly for June, 1937, by George Templeton, is as follows:

"The doe is not released on being placed in the buck's hutch, but the right hand is very quietly placed over her withers to restrain her. The left hand gently placed

behind the hind legs, elevates the body slightly. After the buck mounts, the doe will nearly always respond and lift her weight from the hand. With a little patience and practice, this method of mating can be perfected to the point where it will be possible to obtain an exceedingly high percentage of matings. Four hundred and twelve matings by this method were recently made at the experiment station without a single case of failure. One should not infer, however, that all does thus bred will become pregnant and produce young. The station records show, however, that the kindling percentage for the does that were restrained was as high as for those that were released in the hutch with the buck to accept service in the usual manner. The advantage of employing the method of restraint comes from the fact that the 100% successive matings with the pregnancy percentage the same, results in a greater number of litters from a given number of does."

The discussion so far has been in regard to breeding animals that are in a perfectly healthy condition. We must bear in mind that the causes of poor production sometimes are wrong feeding methods, a run-down condition of the breeding stock from coccidia, ear canker, snuffles, or possibly other diseases or parasites. These things should be checked first and the rabbit breeder must make sure that the health and condition of his animals are right before he can expect good production.

An over-fat condition sometimes causes both the doe and buck not to be quite as fertile as they should be. Mr. W. H. King Wilson, of Harper Adams College, England, reports in the *Successful Rabbit Breeding* magazine that does in medium condition and gaining weight slightly, mate more readily and prove more fertile than those that have been overly fat for some time.

Question:

WHAT CAUSES THE DOE TO DESERT OR DESTROY HER YOUNG?

Answer:

Any one of several factors may cause a doe to desert or destroy her young. First, an inadequate supply of milk, resulting from poor breeding or kindling condition. The doe may have been bred too often or allowed to raise too many young. The right feeds, coupled with correct management at breeding and kindling time, will help prevent losses resulting from this cause. Second, young does may have tender or sore nipples. In such cases, the doe should be held until the young have nursed and until the doe becomes accustomed to nursing young.

Third, a feverish condition of the doe may result in the destruction of her young. Such a feverish condition may result from constipation following kindling. Proper handling and care before and during pregnancy will do more than anything else to prevent this tendency.

Fourth, it has been observed that some does lack a normal amount of mother instinct. Such an individual is usually more susceptible to the above factors and should not be kept as a part of the breeding herd.



PURINA RESEARCH DEVELOPS A NEW FEED... RABBIT CHOW COMPLETE CHECKERS!

ST. LOUIS, MO. — Now you can buy Purina Rabbit Chow in Complete Checker form — small pellets which contain everything your rabbits need in a feed! Even the select alfalfa hay is compressed into these new Checker pellets. And this new Rabbit Chow also contains Puri-Flave — an exclusive Purina product which supplies Vitamin G (flavin), an aid to growth and vigor. This is the big news for rabbit breeders from Purina Mills in 1940!

SOLVES FEEDING PROBLEMS

Many rabbit breeders have difficulty in buying hay and grain in small quantities to meet their requirements. They find that there is also a great deal of variation in the quality of the grain and hay which they buy for their rabbits. The only real solution to this problem was a complete feed for rabbits — everything including hay and grain in one bag. Purina Complete Rabbit Chow — chopped alfalfa hay plus checkers containing minerals and vitamins — helped solve this problem. Now Purina announces the new Purina Rabbit Chow Complete Checkers!

RESULT OF LONG RESEARCH

Rabbit Chow Complete Checkers are the result of long research at the Purina Experimental Farm Rabbitry. For more than nine years various combinations of ingredients have been tested in an effort to find the right combination, including hay and grain, that

would grow and maintain rabbits rapidly and economically. By the data secured from feeding hundreds of rabbits, it was found that some of these ingredients produced faster growth and better condition than other materials. By a careful study of these results, a formula was finally developed to produce a rabbit feed built to give the best results possible as far as maintaining condition, development and growth of young was concerned. This formula was for the new Rabbit Chow Complete Checkers. This ration is made in 3/16 inch Checkers and contains all the grain, hay and salt required for a mature or growing rabbit. When rabbits are given plenty of fresh water in addition to Rabbit Chow Complete Checkers, nothing else is required to produce rabbit meat rapidly and economically.

REDUCES FEED WASTE

While feeding the new Rabbit Chow Complete Checkers at the Purina Rabbitry, it was observed that loss of feed by scratching

was eliminated as there was no occasion for the rabbits to select certain ingredients as they would do with the ordinary mixed grain ration. Think of the feed saving this will mean!

NOW THERE ARE THREE TYPES OF RABBIT CHOW

With the addition of the New Rabbit Chow Complete Checkers, there are now 3 types of Rabbit Chow — a feed to suit each feeding need.

1. **RABBIT CHOW CHECKERS** — for breeders who have a good supply of alfalfa hay available, these Checkers are to be fed as a supplementary ration. They contain the minerals and vitamins needed for fast growth and development which are not found in hay alone. If you have plenty of good hay — buy Rabbit Chow Checkers to complete your rabbits' ration.
2. **COMPLETE RABBIT CHOW** — for breeders who prefer a bulky hay and grain complete ration. Choice, chopped alfalfa hay, grain, and pellets containing vitamins and minerals all mixed together in one big bag of feed.
3. **NEW RABBIT CHOW COMPLETE CHECKERS** — for breeders who like a complete ration in pellet form. Each pellet contains alfalfa hay, grains, vitamins, minerals — everything your rabbits need — a balanced ration in every bite!



GET YOUR LIBERAL Free SAMPLE OF THE NEW RABBIT CHOW!

Your nearest Purina Dealer has arranged to give you a liberal free sample of the new Rabbit Chow Complete Checkers. Get your free sample today — it's easy — here's all you have to do!

1. Take the bag which came with this issue of the Purina Rabbit Breeder to your nearest Purina Dealer's store. He will fill it with the new Rabbit Chow Complete Checkers absolutely free of charge. *You must bring this special bag to your dealer.* Only one sample per person.
2. Fill out the small coupon found in the bag and present it to the Purina Dealer when you get your free sample.

After you get your sample of the New Purina Rabbit Chow Complete Checkers — we'd like to have you drop us a line telling us what you think of it . . . and don't forget to buy a bag and try it!



MAKING OUR RABBIT

The material for this article was furnished by Mrs. T. R. Allen in her prize-winning letter written for the recent Purina Rabbit Breeder Contest. The Allens are Iowa breeders who in our opinion have done a fine job of building a paying rabbit business from small beginnings and with small capital.—Editor.

PROBLEMS AND DIFFICULTIES in general were quite common—but in particular the Allens were faced with the two big problems which every breeder faces when he tries to build a market for domestic rabbit meat—First: A market had to be built where there was none; Second: People had to be taught that domestic rabbits are not affected by tularemia. The problems were common, yes, but the Allens didn't set out to solve these problems in a common way!

The Allens decided that one of the first jobs to do was to inform and to convince people that domestic rabbits are not subject to tularemia . . . that it is the wild rabbit which spreads this disease. To build confidence in the dressed rabbits she was trying to promote, Mrs. Allen got several prominent customers started and then used them as references when talking to other prospects. Her psychology was that by getting a few leading citizens started, that others would follow. And she tells us that they did!

Next came the job of creating a market, and it didn't take Mrs. Allen long to find out that many of her housewife friends weren't sold on serving rabbit—because each one said that "rabbits look like cat to me." And this was probably true because most of them had seen only unattractively dressed wild rabbits. In Mrs. Allen's own words this is how they solved this problem:

"I overcame this, shall I say allergic feeling, by dressing my rabbits carefully—seeing that they were absolutely clean, singed,

cut up carefully and packed neatly in the Purina Redi-Fry cartons. When people saw the rabbit thus displayed, they couldn't but agree that it was a tasty looking bit of food. So, showing the rabbit helped sell it."

Then the Allens overlooked no opportunity to advertise domestic rabbit meat. A local restaurant was convinced that it would pay to feature "fried domestic rabbit" on the menu—and it became quite popular. To get friends started, Mrs. Allen gave away a nice dressed rabbit every now and then. The rabbits sold themselves—and the friends sold more people on trying rabbit. After seeing several children watch the rabbits, Mrs. Allen decided to get the children talking rabbit at home. So an invitation was extended to the local school teacher to bring their pupils down on a sight-seeing and observation trip. This proved instructive and interesting to the children and teachers and did worlds of good in getting publicity for the Allen Rabbitry. But before you encourage visitors to your rabbitry, check up, and be sure that your rabbitry buildings and equipment are as clean and attractive as possible.

During the Easter season the Allens always have a display of live rabbits in a downtown store window. They attract lots of attention and help the budget out by making several sales of rabbits for pets. And whenever folks come to the rabbitry to buy an "Easter Bunny," the Allens make it a rule to tell them what a good dinner fried domestic rabbit makes. The local county fair also is a good place to have

TS **PAY** THEIR WAY



Mr. T. R. Allen and Rabbits at the Marion County Show

a display of rabbits and dressed rabbit meat, say the Allens.

To summarize, Mrs. Allen writes, "I believe that the most important thing is to acquaint lots of people with the delicious flavor and the food value of domestic rabbit meat, to defeat all of the fears attached to eating domestic rabbit at all times of year, and to offer them a product prepared and displayed in an appetizing manner." And on this last point, Mrs. Allen adds, "The Purina Redi-Fry cartons with instructions for preparation surely are an aid in making our rabbits pay their way!"

The business which Mr. and Mrs. Allen

are building is the result of the fine effort they have put forth. They faced the problems and found ways to solve them. They made use of every opportunity to put rabbits and dressed rabbit meat into the local spotlight—they know that advertising and publicity pays dividends. They have proved again that you can build a market for domestic rabbit meat—yes, even without lots of money to spend!

EDITOR'S NOTE: If you have a similar success story you'd like to pass along to the readers of the Purina Rabbit Breeder—send it to the Editor, Purina Rabbit Breeder, Purina Mills, St. Louis, Mo.



HOW TO BUILD AN ECONOMICAL RABBIT HUTCH

A GOOD HUTCH should be convenient, sanitary and arranged so that plenty of fresh air and sunlight reaches the inside. The hutches should be located conveniently and, if possible, should be sheltered in some way from the excessive summer heat.

There are various types of hutches which are satisfactory, and the choice depends upon the size of the rabbitry, the climate and the amount of money available for housing. It should be remembered, however, that a cheap, makeshift, unsanitary hutch isn't an economical hutch no matter how little it costs to build. It pays to start with a good hutch even if you are starting out in a small way. The plan presented here is for a hutch that is practical and satisfactory under average conditions, and economical to construct.

A complete bill of necessary materials is shown below. To get a cost estimate take this list of materials to your local lumber yard or building supply dealer.

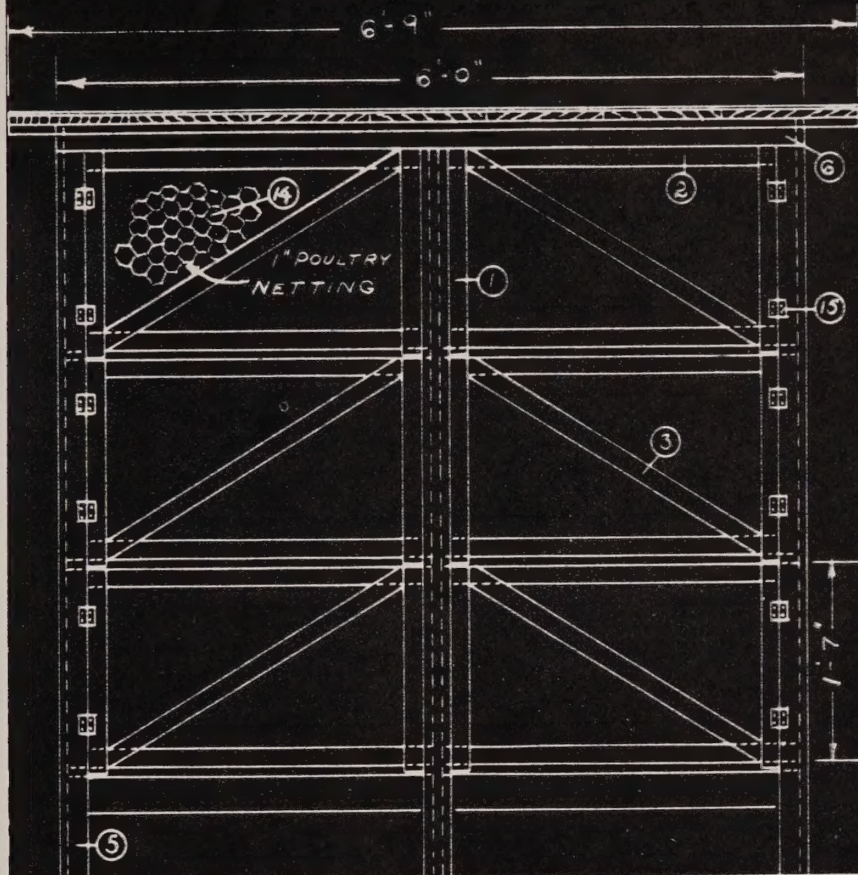
Directions for Assembling Hutch

1. Nail Tongue and Groove Sides and Middle (8) together.
2. Make gates, leaving Uprights (1) extend below $\frac{1}{2}$ ". Purpose so gate will not go thru into Hutch.
3. Start from top and nail on Floor and Dropping Pan Supports (4) in respective positions.
4. Nail on Floor (10).
5. Fit Gates to see that they are flush with floor, and that extended Upright (1) will not let gate go thru.
6. Nail on Back (9) leaving opening for Dropping Pan (13). (See Side Elevation.)
7. Hardware cloth should be nailed on underneath side of floor and dropping pan adjusted. (Simple catches can be used to keep the dropping pan in place.)
8. The slope of the roof should be about $1\frac{1}{4}$ " to 1' or 5" lower in the back than the front. Support with Roof Braces (7) and cover with Roofing Paper.
9. Nesting boxes should be about 12" x 12" x 24" with a low partition across the middle so that the nest material will be held in the back half.

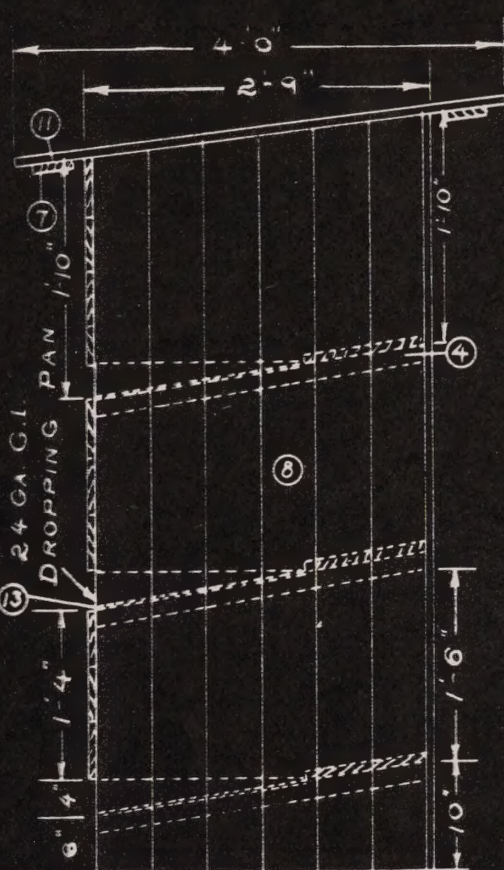
This partition will keep the young in the nest until they are old enough to come out. Have the entrance of the nest in the front half.

List of Materials

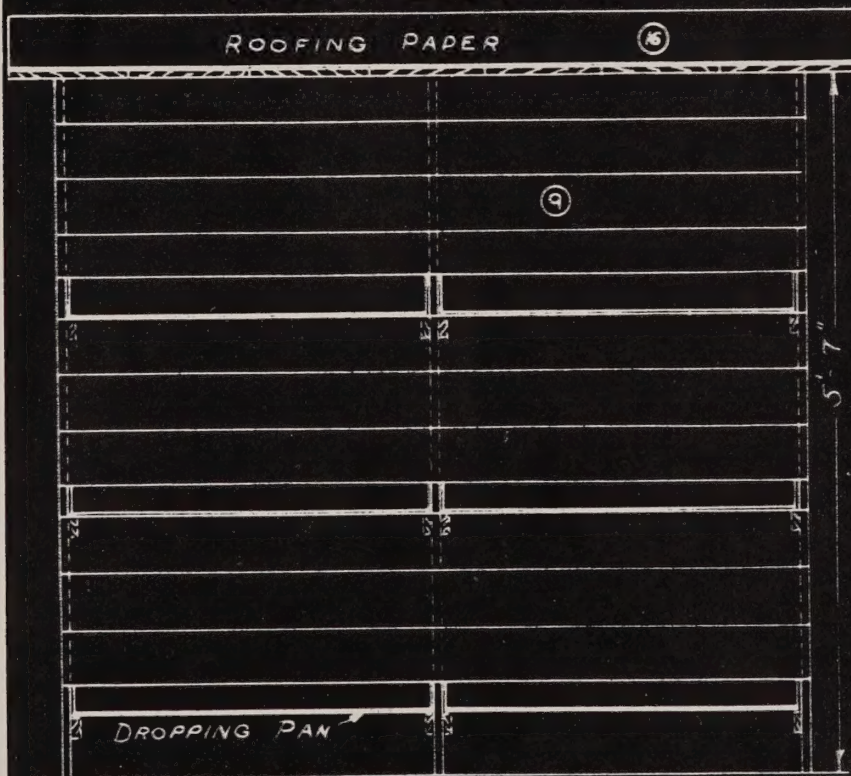
No.	PIECES	SIZE	LENGTH	PART
1	12	1" x 2"	1' 7 $\frac{1}{2}$ "	Gate Uprights
2	12	1" x 2"	2' 4"	Gate Cross-Pieces
3	6	1" x 2"	2' 10"	Diagonal Gate Braces
4	12	1" x 2"	2' 8"	Floor and Dropping Pan Supports
5	3	1" x 3"	5' 9"	Front Facing Uprights
6	1	1" x 3"	6' 0"	Top Facing Cross Piece
7	2	1" x 4"	6' 9"	Roof Braces
8	18	1" x 6" T & G	6' 0"	Sides and Middle
9	10	1" x 6" T & G	6' 0"	Back
10	6	1" x 12"	2' 11"	Floor
11	7	1" x 12"	4' 0"	Roof
12	6	$\frac{3}{4}$ " mesh	2' 0" x 3' 0"	Hardware Cloth
13	6	24 ga.	2' 0" x 2' 11"	Dropping Pan
14	6	1" mesh	1' 6" x 2' 6"	Poultry Netting
15	6 pr.	2"		Butt Hinges
16	1	28 sq. ft.		Roofing Paper



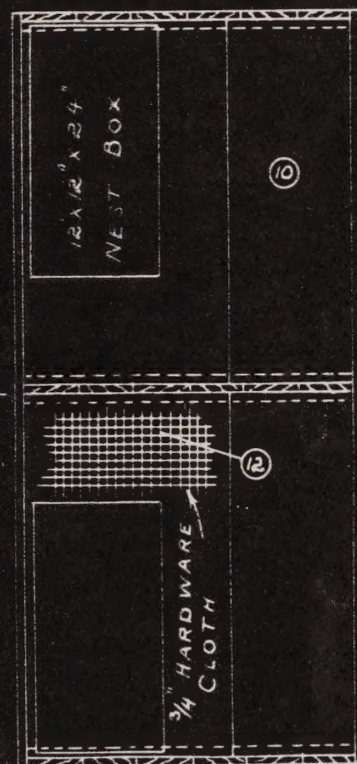
FRONT ELEVATION



SIDE ELEVATION



REAR ELEVATION



FLOOR PLAN

SOME FACTS ABOUT

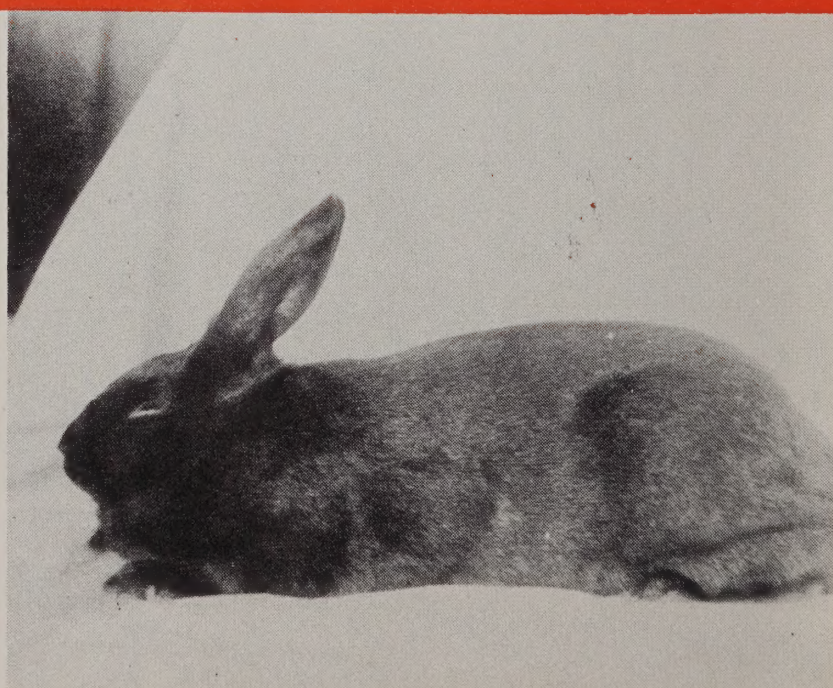
MANY TIMES DURING my seventeen years as a continuous breeder of Havana rabbits, breeders of other breeds of rabbits have asked me, "Why Do You Prefer Havanas?" These breeders have also told me at times that they believe that the Havana is too small for a commercial rabbit and is merely an exhibition breed, or fancy. Well, my answer to this is, "That's right — you're wrong! The Havana is small, but it's a profitable breed for commercial purposes."

The Havana is quite an old breed as rabbits go, and to my mind, combines all of the desirable qualities of several breeds of rabbits. Its dark, lustrous, chocolate coat and neatness of lines attracts you first of all, to its beauty and show quality . . . in other words, it has "eye appeal." Its compact, meaty frame, with thick shoulders, well filled out loins and hips and its minimum of offal or waste appeals to your sense of meat quality. And the beauty and quality of its chocolate fur, high in lustre, appeals to you from a fur standpoint.

Havanas are bred in two classes, Standards and Heavyweights. The Standards outnumber the Heavyweights, and range in weight from five to seven pounds at maturity,

the Heavyweights starting at seven pounds. Havanas are quick maturing and usually gain their ultimate weight at the age of about six months, at which time they are usually considered of breeding age. This is a distinct advantage to the commercial or meat breeder as replacement breeders can be started to work two to three months earlier than most breeds.

Havanas, due to their light bone structure, short limbs, medium small heads, short ears, keep down offal to a minimum and consequently dress out at a higher percentage of live weight than do most breeds of rabbits. Well nourished young fryers, at from eight to ten weeks of age, consistently dress out 60 percent of their live weight, and in some cases, even higher. Compare this to most of the better meat breeds, which run from 50 to 55 percent dressage. Standard Havanas, I find, usually average 3 lbs. at the age of 9 to 10 weeks and dress out at one and three-quarters pound, which is a very desirable size for a fryer, meeting the demand of most markets. And what a surprise you have in store when you view the carcass of a well topped-off Havana fryer, with its compact, meaty quality, fine bone covered with tender



HAVANAS

meat, kidneys encased in fat, yes, sir, you begin to get that "put on the frying pan" complex.

Havanas are very thrifty since they are rather light eaters. While it may be necessary to keep them a week or two longer before slaughtering for fryer size, I have found that they still have consumed less feed than some of the larger meat breeds. Havanas do not require large hutches, a 3 x 3 ft. hutch being ample for a doe and litter. This is another factor which the commercial breeder and fancier, too, must consider carefully, as many times hutch space is at a premium due to ground space, as in the case of the back-yard city breeder. Smaller hutches naturally cost less, too, and Havanas also offer you this advantage.

The beauty of the color and fur of our present day Havana we owe to a large extent, to the importations of Havanas from England, during the past five years. We must give credit to our cousins across the "herring-pound" for really perfecting the dark, rich lustrous color.

The fur of the Havana is usable in its natural color, and requires no tinging or dyeing to improve its color. The Havana pelt



By R. J. BERNHARDT

AR & CBA Lic. Judge, Sec. & Treas., Am. Fed. of Havana Breeders.

has a medium length fur, and the texture of the guard hair is medium in structure. This enhances the use of the Havana pelt in its natural state, as the guard hair, not being overly long and brittle, do not break off easily. Thus no shearing or processing is necessary before its manufacture into garments. The fur is not considered bulky and works up into garments which are light in weight, for milady.

And last, but not least, if you have a spark of that fire we call sportsmanship in your makeup, you will enjoy immensely the exhibiting of these Chocolate Soldiers at the showroom. Competition is usually keen, and when you have won that blue, or better still, that Champion of Breed Ribbon, you will truly say that Havanas have EVERYTHING to offer.

This is the second of a series of articles featuring a particular breed of rabbit. We will welcome similar articles on other breeds. If you wish to "champion the cause" of your favorite, send your article to The Editor, Purina Rabbit Breeder, Purina Mills, St. Louis, Mo. — Editor.



SELL MORE MEAT!



LEADERS in the rabbit business who are selling domestic rabbit meat agree that an attractive package helps a lot in making a sale with Mrs. Housewife. Many of these leading breeders have found that the Purina Redi-Fry Cartons are just the things to boost meat sales.

These cartons are attractively printed in color, have a cellophane-window lid, recipes printed on the bottom, and are made of heavy, waxed water-resisting cardboard.

Why not put these cartons to work for you? Buy Purina Rabbit Chow — there's a coupon in every 100-lb. bag that entitles you to eight of these cartons.

Eight Cartons *Free* with One Rabbit Chow Bag Coupon